

# Compassion, Purpose & Community



Ambulatory Care Building  
You are on Floor **2**

**Floor 1**  
Rabies Clinic  
Patient Services and Registration  
Public Restrooms  
Visitor Resources  
Women's Health Clinic

**Floor 2**  
Ambulatory Clinics  
The Centre for Health Services  
Cardio Respiratory Reception  
Diagnostic Imaging / X-Ray  
Laboratory Patient Collection  
Margery E. Hull Cancer Centre  
Orthopedic Plastic Clinic

**Floor 3**  
Day Procedures & Endoscopy  
Labour and Delivery  
NICU

**Floor 4**  
The Surgery  
Surgical Suite

### From The Executive Director

In a world and an era where everything seems uncertain, one thing remains constant: the power of people to lift each other up. This has been apparent in our community from the beginning, with our long history of leaning in to help rather than backing away from challenges. This past year, that spirit of compassion and determination has shone brighter than ever.

At the Medicine Hat Health Foundation,

we've had the privilege of witnessing what happens when generosity meets purpose. With a singular focus, we've turned moments of hardship into milestones and opportunities for hope – investing in local healthcare, supporting patients and families, and making real, lasting change. This year's Impact Report reflects not just the numbers, but the vibrantly beating hearts behind them: a region full of people who care deeply, give

freely, and collaborate every day in building a healthier future.

Thank you for being a part of our ongoing story.



**Heather Bach**  
Executive Director

# Thank you for being a part of our ongoing story.

### From The Board

This past year has reminded us of something simple but powerful: working together, we accomplish more than any one organization or individual ever could alone.

As Chair of the Board, I'm proud to reflect on and be part of a year marked by meaningful collaboration, smart investment, and unbelievably generous community support. Together, we raised over \$800,000 in support of Seconds Save Lives, a campaign focused on improving local cardiac care; this funding has led directly to the purchase of new cardiac monitors, echocardiography machines, and

other critically important equipment that will undoubtedly save more lives. As you'll see in these pages, these investments are already making a difference in how cardiac crises are diagnosed and treated right here at home.

Outside of that, the community gave hundreds of thousands for other initiatives, too, and we have also joined forces with other health foundations across southern Alberta to stretch our impact even further. These partnerships allowed us to coordinate efforts, share resources, and bring a broader vision for local health care into focus — one that truly puts the patients of our region first.

To every donor, partner, and supporter: thank you. Your trust fuels our progress, and it's your generosity that turns these grand plans into tangible change, improved programs, and a better quality of life. As we look back on what we've done and ahead to what's next, we hope you feel the same momentum and conviction that we do, every day.



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Board Chair







Board Chair  
**Nick Punko** MBA, CFA, CFP  
Associate Portfolio Manager,  
Wealth Advisor



Vice Chair  
**Perry Dooley** ICD.D  
Entrepreneur



Director at Large  
**Mark Yeast**  
Senior Financial Advisor, ATB



Secretary/Treasurer  
**Grant Walker**  
Group Relationship Specialist,  
BrokerLink



Board Member  
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Senior Operating Officer, Medicine  
Surgery, Allied Health and  
Medicine Hat Lead



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Nursing Instructor at Medicine  
Hat College



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Computers Inc.

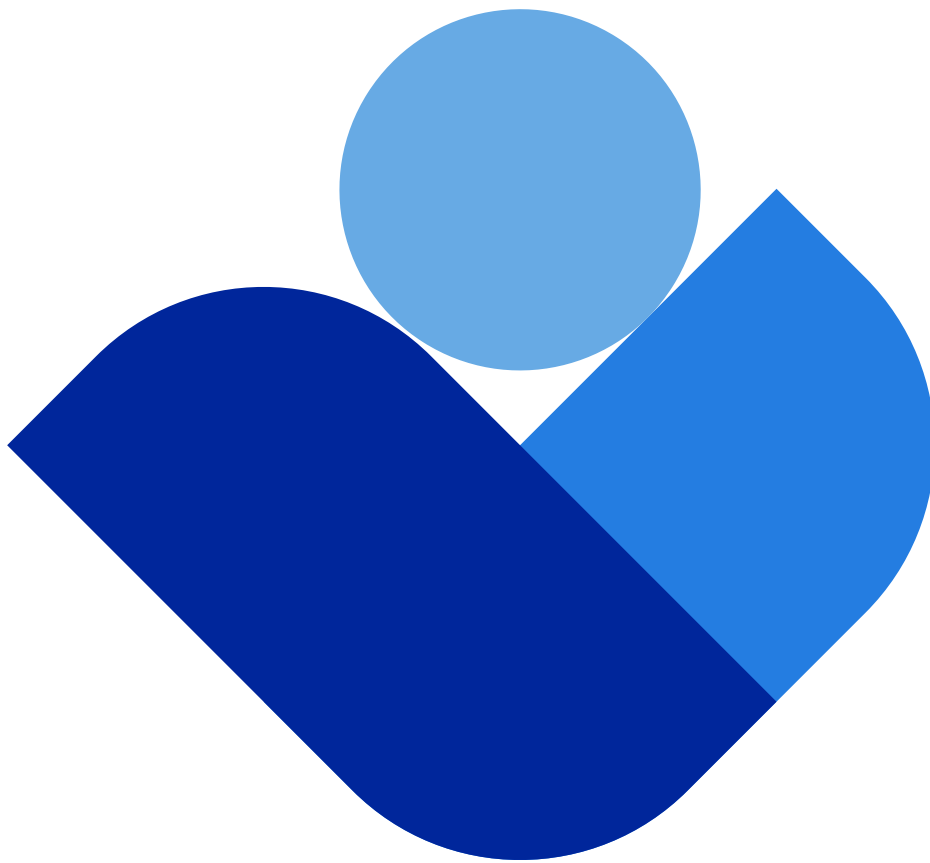


Board Member  
**John Tempest** CPA, CA  
Associate, EBT Chartered  
Professional Accountants



Board Member  
**Jenna Will**  
Lawyer, Rath Law Office

# A New Look for the Foundation's Future



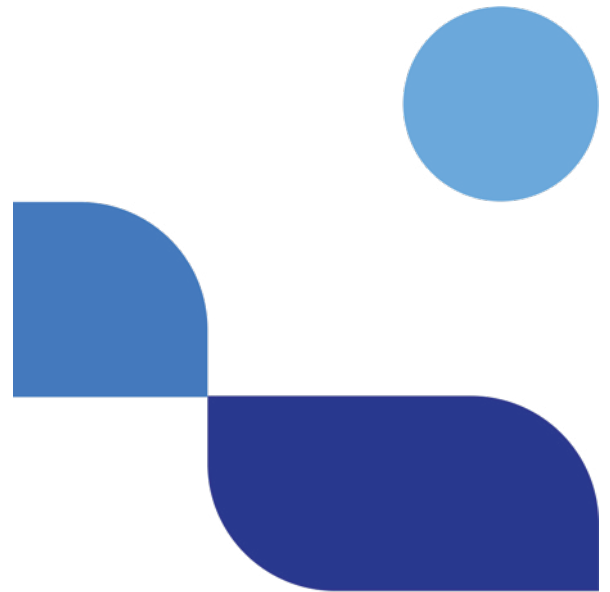
As you may have already noticed, the Foundation has a new brand identity in use for our print, promotional, and online materials. Rolled out over the last few months and launched this summer, the new brand draws its inspiration from a long-standing legacy of grassroots generosity in southeastern Alberta.

Since Medicine Hat's founding in the 1880s, we've had a community known for rallying around healthcare, from early hospital auxiliaries

to today's major fundraising campaigns. The Medicine Hat Health Foundation was born out of this enduring spirit in 1996 and has since grown into a vital force for healthcare innovation and improvement. The refreshed brand honours this proud legacy while looking forward to all we can achieve in the future – a true reflection of the deep-rooted community dedication that shapes local healthcare to this day.



**Our New Logo, Explained:** Our logo is built to demonstrate our collective shared purpose. Its three interconnected elements symbolize the Foundation, the hospital, and the community – three pillars working together to support, strengthen, and unite each other. The familiar shade of blue grounds the design in the Foundation’s established history, while the other secondary brand colours accommodate accessibility and inclusivity requirements. More than a symbol, the logo reflects our commitment to collaboration, compassion, and care for the region we serve.



**A Brand, Inspired By You:** The Medicine Hat Health Foundation exists to ensure every person in southeastern Alberta receives the care they deserve, meaning that you are the ultimate reason for us being present in the community. With your help, we bridge the gap between what government funding provides and what excellent healthcare truly requires.

The Foundation empowers donors, volunteers, and partners to make a tangible impact on those around them. Ours is a mission built on purpose, compassion, integrity, and trust, supporting everything from cutting-edge equipment to critical training and patient programs. At the core, the Foundation believes healthcare in our region is more than just a treatment. It’s a promise of hope, dignity, and wellness close to home.



# Your Impact in Action

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## How donations are improving echocardiography capabilities

Sarah Alexander is an echocardiography technician at the Medicine Hat Regional Hospital, using special imaging machines to study how hearts work – and how they sometimes fail. Thanks to donations from the public, her department was able to get a new cutting-edge imager – the “echo machine” – which gives better visibility into patient cardiac issues than ever before.

“When the Health Foundation helped bring the echo machine here, we were able to provide echocardiography services to the inpatients and emergency departments in the hospital,” she explains. “The main piece of equipment we have is a Philips EPIQ system. It is a cardiac-only ultrasound machine, and it comes with a few different probes, and we utilize different sound frequencies to image a variety of different patient sizes. We have also just received a Definity contrast agent to enhance images, as well as a transesophageal probe, which gets placed down the esophagus behind the heart to better image valvular

abnormalities within the heart. The more we use this machine, the more comfortable we are using it. We’re seeing the benefits already and the cardiologists are also seeing the benefits to having this contrast administration for our imaging.”

The difference between previous equipment and this next generation of machines is clear for Sarah. “Funding from the Medicine Hat Health Foundation has impacted us, as we have one of the best machines and the best probes out there. It just enables me to be more accurate in my imaging and in all my measurements. It’s amazing – we finally, after so many years, have full cardiac care for echocardiography in the hospital. We can provide the imaging to all inpatients as well as emergency patients. The ultrasound machines are portable, so we have the ability to move around the hospital for patients who can’t come down to us, especially in the ICU. They’re still able to get their imaging done so we can diagnose and streamline their

cardiac care, whether it’s medical or surgical management.”

She has some words for the donors who helped make this possible, too. “Potential donors should be aware of how great having this is. Cardiac care is just one avenue of an overall patient diagnosis, and us being able to provide the imaging at this facility in a timely manner can really help expedite a patient’s diagnosis. We can help streamline care between our site and other tertiary care facilities if this patient needs to travel for other imaging, whether that be a cardiac MRI, a pacemaker, or even angiography. So having the imaging here can help relay that information to other facilities, as well as provide our facility here with medical and surgical management.”



# An update on our biggest campaign ever

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## Seconds Save Lives

Since the rollout of our ambitious cardiac campaign Seconds Save Lives last year, we have raised over \$800,000 of our \$1.2 million goal. This has been enough to replace the cardiac monitors in the ICU – among the most urgent of our needs – and now we are working on replacing those in the ER, Women’s Maternal Health, and surgery/inpatient rooms. These monitors are essential for proper cardiac care, allowing staff to make informed decisions and diagnoses based on real-time patient data.

In addition, we partnered with the Chinook Regional Hospital Foundation’s cardiac campaign, Bringing Hearts Home, which is raising funds for a new Cardiac Centre of Excellence to serve southern Alberta. In June 2025, the Yuill Family Foundation gave an incredibly generous \$5 million donation to these combined initiatives, bringing both organizations closer to our collective goals.

Limited cardiac care has a wide-ranging impact that affects available time for

treatment and subsequent quality of life for patients, families, and caregivers. This gift will help provide the Medicine Hat Regional Hospital with an expanded ICU and echocardiography capabilities, as well as a dedicated cardiac CT and lab. This means that cardiac patients sent to Lethbridge would be able to come home to Medicine Hat and be discharged from our hospital, meeting our ultimate goal of keeping this care – and members of our community – closer to home.

## New Equipment Purchases in 2024-2025

The vast majority of purchases this year were in support of the Seconds Save Lives cardiac campaign, but we also invested in other vital equipment for areas like Orthopedics and Addictions and Mental Health.

In total, the Foundation spent \$756,928.21 on new items for 2024-2025.



May 17, 2024  
**New ICU Cardiac Monitors**  
 (\$215,000)

We replaced 11 aging cardiac monitors in the ICU to ensure continuity and quality of care for our most vulnerable patients. With these now implemented, the remaining ~25 monitors in other departments will be replaced in the year ahead.



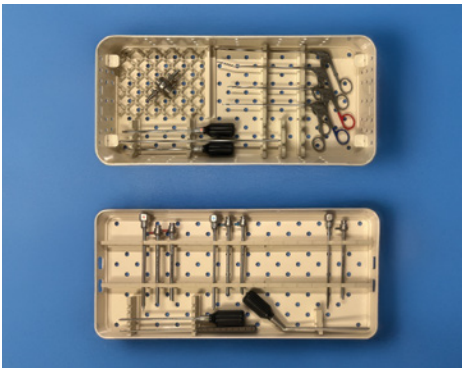
August 28, 2024  
**An MRI-Safe Ventilator**  
 (\$68,000)

This ventilator is portable and cleared for use within an MRI, offering new diagnostic options for patients in severe respiratory distress. This removes the need to send patients to Calgary to receive this service.



August 28, 2024  
**ICU GlideScope**  
 (\$23,000)

A GlideScope is a specialized laryngoscope used to better treat patients being ventilated. It includes a small esophageal camera that allows medical staff to more accurately place ventilator tubes when working quickly, reducing tissue trauma while administering life-saving care.



October 8, 2024  
**Hip Arthroscopy Sets for the Surgical Suite**  
 (\$115,000)

In hip arthroscopy surgery, a small camera is inserted into the area via a small incision, where surgeons can examine tissues and use this new set of specialized instruments to perform necessary treatments. It is so minimally invasive that many patients can even go home the same day. This allows local surgeons to perform a critical service that, until now, has only been available in Calgary and Edmonton.



December 5, 2024  
**Echocardiogram Equipment & Tech**  
 (\$95,000)

This new cardiac equipment enables technicians to better image, diagnose, and treat conditions of the patient's heart, bringing a higher quality of care to our community. This was covered from our Greatest Needs program designation, as it was identified as one of our most pressing technological gaps compared to other health regions.



December 5, 2024  
**5N Hospital Beds**  
 (\$13,000)

The Addictions and Mental Health unit requires special beds that are not only comfortable but also safe for people experiencing mental health crises. Late last year, we invested in two new beds for the department, which we hope are the first of many more to come to serve our community.



Little Things  
for Big Impacts

### **Mental Health, Psychiatric, and Addictions Purchases**

Building on the improvements from last year and the major bed purchases above, departments and facilities with a focus on mental health also received many smaller items to enhance patient quality of life. These include:

\$1,000	\$1,000 worth of stress and fidget items
\$4,725	\$4,725 of gift bags during Christmas outreach, with hygiene items, socks, mitts, and treats
\$6,700	\$6,700 for personal hygiene and therapeutic items at the Recovery Centre
\$120,000	\$120,000 for Kickstand, a community-wide mental health support service

### **Medical and Everyday Equipment**

Many departments benefited from upgrades, replacements, and augmentations to their existing equipment.

\$2,000	The Emergency Department received new portable oxygen saturation probes, worth \$2,000
\$3,500	5 East received a new portable vital signs monitor and stand, worth \$3,500
\$30,750	\$30,750 was used to acquire bladder scanners for the Home Care department
\$30,000	A new stretcher arch was purchased for the air ambulance, at a cost of approximately \$30,000
\$3,000	Thanks to Children's Health, \$3,000 was used to purchase a new speech-language communication device, and another \$9,000 for a transcutaneous bilimeter (a jaundice meter)
\$1,853.21	The Hettie & Robert McLean Charitable Trust provided \$1,853.21 for a feeding seat and blaze pod at Children's Allied Health
\$2,600	Also for Children's Allied Health, the Iron Man Fundraiser donated \$2,600 for educational toys and books

# Teddy Bears from Big Marble Farms

The Medicine Hat Health Foundation would like to thank Big Marble Farms for enabling the purchase of more EMS teddy bears for the South Zone’s emergency response teams. These simple gifts kept close at hand provide a quick source of comfort for young children in distress.

Big Marble’s VP of Sales & Marketing, Jonathan Schow, already knew that the

initiative fit well with their mandate for community involvement, but the EMS bears project also strikes a personal chord for him.

Jonathan and his family had an experience with a potential house fire, when his daughter discovered smoke as she was arriving at home one day. EMS responded, and after Jonathan arrived, he saw that the paramedic had a teddy bear in his hands,

ready to be given away to a child who may need it. So, when a correspondent from MHHF later mentioned the EMS bears as a project that Big Marble could help with, Jonathan realized he’d already personally seen the impact of the bears up close.

“At the end of the day, we all have young kids and we’re a family-oriented company,” he explains. “We thought, if there’s any way we could help families and kids to better navigate the emotional struggle they might experience from these situations, we wanted to be a part of that.”





## Looking Closer at Community Impacts

We deal a lot with dollars and cents when we discuss donations – but those are only part of the picture. The real impact is measured in lives saved and changed, in kilometres not driven to other hospitals, and in the reclaimed time we get to spend with our friends and families. It may not always be possible to see, but it's impossible not to feel the effects.

### **Volunteers:** Our Greatest Allies

We couldn't function for a day, let alone all year long, without the undeniable contributions of our volunteers. From our board members and Gift Shop cashiers to the dozens of assistants at various community events, each one embodies the true spirit of community and selflessness that we cherish so much.

### **Volunteer Stats:** 2024-2025 Fiscal Year

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**3,005**

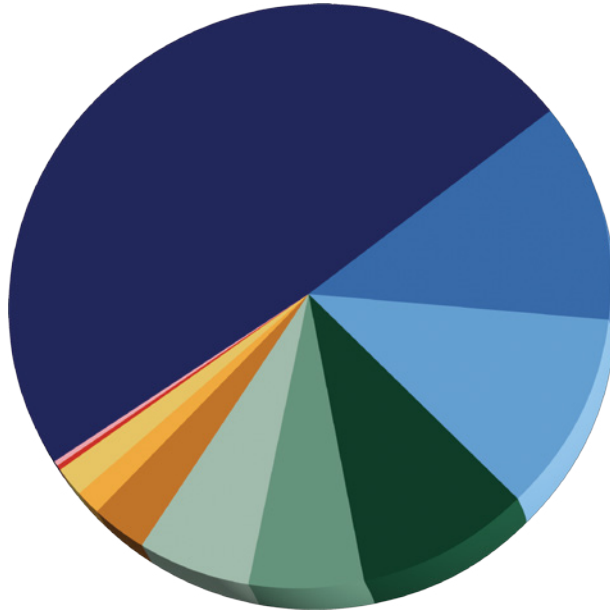
3,005 total volunteer hours (a 16% increase from last year!)

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**70**

70 volunteers – averaging about 42 annual volunteer hours each

# Decisive Plans for Community Donations



In 2024-25, most donations were earmarked for Greatest Needs, which included the Seconds Save Lives cardiac campaign. Following that, the most common areas of support were Addictions & Mental Health, Gaming, Designated Equipment, Children’s Health, and the Cancer Clinic. A total of \$756,000 was used to purchase equipment and programs throughout the year.

Department	Given	Percentage
● Greatest Needs (incl. Seconds Save Lives)	\$491,787.81	48.9%
● Addictions & Mental Health	\$123,430.16	12.3%
● Gaming	\$109,500.00	10.9%
● Designated Equipment	\$93,200.00	9.23%
● Cancer Clinic	\$61,425.42	6.09%
● Children’s Health	\$59,883.83	5.94%
● Kidney Care	\$31,150.00	3.08%
● Sponsorship	\$15,950.00	1.57%
● Gift Shop	\$15,000.00	1.48%
● Seniors’ Health	\$2,817.15	~0.3%
● Men’s Health	\$2,097.81	~0.2%
● Women’s Health	\$305.00	~0.03%
<b>TOTAL</b>	<b>\$1,006,547.18</b>	<b>100%</b>

Data from April 1, 2024 to March 31, 2025.

**The Numbers Behind the Numbers**

Keeping our tradition alive from last year, a large portion of our donors in 2024-25 were giving for the first time. The average gift was about \$500 per donor – an impressive amount in uncertain economic times. As always, we are extremely grateful for this ongoing community support.

# 1,352

Donors

# 761

New Donors (63% of total)

# 1,768

Number of Gifts

# \$499.56

Average Gift

# \$1,006,547.18

Total Raised



# A Community That Cares

As we reflect on 2024-25, we are profoundly grateful for the proven and unwavering support from our community. Despite increasing costs in almost every area of life, our donors continue to selflessly prioritize the health and well-being of their neighbours, again and again. This generosity is the key to a better future – but not just in concrete ways like new cardiac monitors or teddy bears. It inspires hope and meaning in thousands of our fellow citizens. It shows what is possible when we come together and commit to something that benefits everyone.

We dare to make each year better than the last, and with significant gifts from our donors and a fresh rebrand of our Foundation, we have accomplished this in many ways that are not strictly financial. However, our mission is far from complete. Healthcare is a constant

journey, and we will never stop trying to make it better for our community. Your donations are our foundation. We invite you to continue making this journey with us.

Stay connected through our website or on social media to learn how you can help. As we look forward to 2025-26, we are excited to continue our work and support the patients, families, and healthcare professionals at the Medicine Hat Regional Hospital.

Thank you,  
The Medicine Hat Health Foundation

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Seconds Save Lives – [cardiac.ourhealthfoundation.ca](http://cardiac.ourhealthfoundation.ca)

